

BCCE MEMBERSHIP MASTERY PROFESSIONAL DEVELOPMENT SERIES

MEETING IN THE MIDDLE

WEDNESDAY, NOVEMBER 17
11:30 A.M. - 12:30 P.M. PT

Sponsored by:



We all have those members that join, come in and churn out. We also have those large investors that are community builders and support your mission. What about the large percent of your members that fall in the middle? Do your engagement strategies impact and add value to these solid members? In this session we will talk about meeting in the middle. Let's look at the "Why" for these members, what keeps them renewing. Leave with a better understanding of what you can do to provide an experience for your middle members.

SHARI PASH

Membership and Growth Strategist

Shari works with Chambers of Commerce, non-profit organizations, and associations in over 27 states and throughout Canada. Through her hands-on work she is changing the culture and way organizations approach membership recruitment, engagement, and retention. She provides a customized multi-step process and program with proven success. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success with measurements for growth. In addition to this work, Shari conducts board of director planning sessions, and works with non-profit organizations to develop and recruit volunteers.



WIN BACK CAMPAIGNS: COURTING DROPPED MEMBERS

THURSDAY, DECEMBER 9, 2021 | 11:30 A.M. - 12:30 P.M. PT

- Which dropped members should we target?
- How can we influence dropped members to come back?
- What makes for a successful "win back" campaign?

If you pulled a "Dropped Member List" from your database, you would be surprised to find thousands of previous members who are no longer part of your organization. *(Even if the count is not that high, it is still a staggering number, wouldn't you agree?)* There are still countless new prospects who have not heard of you and what you can offer them. Does it make sense to reach out to those who decided not to renew their memberships?

Although not all dropped members are viable or willing prospects, it is worth exploring the potential of developing a Win Back Campaign to target and re-recruit them.

In this session, you will explore:

- The Forgotten Lifecycle of Membership.
- A Four-Step Process to launch a targeted campaign for dropped members.
- Anticipated challenges for winning members back and strategies to overcome them.
- Elements of successful Win Back Campaigns.

CATHI HIGHT

President,
Hight Performance
Group; Developer of
**The Member
Retention Kit and A
New Approach to
Tiered Membership.**

Cathi helps associations meet the expectations of their members and effectively communicate the value of membership. Cathi was a national trainer for ACCE (Association of Organization of Commerce Executives) for membership development and has been an instructor for the U.S. Organization of Commerce's *Institute for Organization Management* since 2004. Her diverse career experience includes having served as the VP of Operations for the Chamber of Commerce of Hawaii.



I'M NOT INTERESTED: OVERCOMING PROSPECTING ROADBLOCKS

THURSDAY, JANUARY 20, 2022 | 11:30 A.M. - 12:30 P.M. PT

Nothing ends a membership prospecting call faster than a prospecting roadblock – meant to get you off your game and off the phone before you even get started. Never be at a loss for what to do to bypass barriers and stay in control of the prospective member prospecting process. Membership sales thought leader Doug Holman will share the why and how to overcome the inevitable prospecting obstacles membership professionals face over and over again, including:

- Understanding prospective members' motives and expand your comfort zone.
- Repeatable strategies and approaches to overcome obstacles and build trust.
- How small adjustments make prospecting less stressful.
- When it makes sense to hang in there and when to move on.
- Don't let prospecting roadblocks stand in the way of your success.



DOUG AND BILL HOLMAN

Holman Brothers Membership Sales Solutions

Doug and Bill Holman aren't just membership sales consultants, we're real live chamber guys with 20 plus years of chamber membership experience. In our years navigating real-life recruiting and member relations challenges and opportunities, we've acquired the know-how to diagnose and solve member recruiting issues faster and better than anyone else. And we're ready to put that knowledge to work for you.

VIRTUAL SESSIONS: REGISTER NOW



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Society

This series has been made possible free of charge to participants due to the generous professional development support of the British Columbia Chamber of Commerce.

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